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Advertising Age

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Anheuser-Busch trench warfare includes new products and ads

By CHRISTY MARSHALL

CHICAGO—Anheuser-Busch is taking its beers into the 1980s with new or revised ad campaigns, more sports tie-ins for all brands—and adding international markets. Furthermore, A-B is marking the new decade with even more diversification.

"Fight in the trenches" was the command issued from A-B execs last week to wholesalers here to review the company's latest strategies against No. 2 Miller Brewing Co. and to preview A-B's new advertising for Natural Light, Michelob Light and Busch.

Not mentioned to the wholesalers was the news that A-B execs are going to London this week to sign the final papers with Allied Breweries to export Budweiser to the U.K.. (AA, Oct. 1).

Also not discussed was the fact that A-B is now planning to go into the direct mail marketing business. According to sources, the company has a plan on the boards to market, by direct mail, a top-of-the-line collection of quality goods and call it the Clydesdale Collection. Philip Morris has a similar venture, the Marlboro Country Store.

▪ The execs did mention A-B's new line of Eagle brand snack foods (AA, Sept.17) and said the products would go into test in Boston, Atlanta and San Francisco. The salted snacks are packaged in "Pringle's-type" cylinder cans.

What was discussed, and often repeated, was what several wholesalers called "a lot of trench talk," "man your trenches," "fight in the trenches," etc. The war is obviously against Miller and, according to A-B, the biggest gun in its artillery is going to be Natural Light—nationally, the No. 2 reduced-calories beer, behind Miller's Lite.

Having already made heavy inroads into Lite's market share, A-B now is testing a new Natural Light tack that stresses what ingredients are in Natural Light—and what ingredients aren't.

Just two weeks ago, the Bureau of Alcohol, Tobacco & Firearms tossed out a complaint filed by Miller against A-B's use of the term "natural" (*see story on Page 12*).

A-B has test spots starring the regular Natural Light duo of Norm Crosby and "Ray Jay Johnson," but this time, Ray Jay drones, "You can call it hops or you can call it barley . . . " And after spending the last two years convincing consumers to call it "Natural," the company has decided now it should be called "Natural Light."

A-B's other light beer entry, Michelob Light, will be stepping outside its identity as a Michelob family member (with its "Good taste runs in the family" pitch) and even beyond the category of light beers to take on all brands. The new campaign theme line is: "Compare the taste to any beer you like," according to wholesalers at the show.

▪ A-B's former popular-price but now premium Busch beer will be sticking with its "Head for the

(*Continued on Page 102*)

New tv spokesman for Chrysler Corp., chairman Lee Iacocca, takes a cigar break while camera crew prepares to shoot new commercials. (*See story on Page 2.*)

ABC first to shuffle; CBS program chiefs huddle

NBC rivals hot on replacement trail

By COLBY COATES

NEW YORK—With CBS-TV said to be on the verge of announcing wholesale prime time scheduling changes, ABC-TV made the first major moves of the new season by yanking "Lazarus Syndrome," moving "Hart to Hart" in that Tuesday, 10 p.m. slot, and returning "Fantasy Island" to its Saturday 10 p.m. time slot.

More significantly, in filling the former "Fantasy Island," Friday, 8 p.m. spot with specials, ABC lent a degree of credence to speculation that its backup product isn't what it should be. By contrast, much of CBS-TV's replacement series are said to be promising and sources are poised for an announcement about them, probably at the end of this week.

▪ ABC will run multi-hour sports specials and movies in the Friday 8 p.m. to 11 p.m. period for a number of weeks, but will insert a variety of entertainment specials in the first Friday prime time hour once the holiday season begins; 9 p.m. to 11 p.m. would then be filled with its normal movie.

The network also said "Lazarus" is only on a hiatus and will return sometime "with a new focus." ABC's changes begin Friday, Oct. 19.

▪ Midway through the third week of competition, NBC led with a 22 rating and 35 share followed by ABC's 20.5 rating and 32 share. CBS was third with a 17.7 rating and 28 share. Thursday, Oct. 4, three-city overnight-ratings indicated ABC would top the ratings that night.

▪ Meanwhile, sources familiar with CBS strategy sessions that continued through the weekend and included CBS chairman William Paley and the CBS Entertainment team headed by president Robert Daly say CBS has ordered six episodes each of "The Chisholms" and "Housecalls," and 13 of "Stockard Channing." Replacements ready for immediate use include six hours of "Young Maverick," six "Phyl and Mikhy" half-hours and five hour-long "Hagen's," a show starring Chad Everett.

"Chisholms" and "Stockard Channing" both played in limited runs to moderately good numbers last season. To open the door for "Housecalls," CBS will air the theatrical version starring Walter Matthau on the "Wednesday Night Movie," Oct. 24. The network's "Dallas" spinoff "Knott's Land-

(*Continued on Page 104*)

Lorillard balks at Media Corp. plan

By JOHN J. O'CONNOR

NEW YORK—"We're not going to pour money down a rathole."

The words of a Lorillard exec sum up the cigaret marketer's reaction to a proposal that it pay millions of dollars into a "pot" from which creditors of Media Corp. of America would recoup a portion of the estimated $10,000,000 collectively owed to them by the financially troubled media buying service.

Instead of having all Media Corp. creditors draw from such a fund, as proposed by the creditors committee, Lorillard wants any funds it releases to reach only those creditors with outstanding bills for Lorillard ads placed during a portion of July by Media Corp. The Lorillard exec also said the company is being asked to contribute an amount "far greater" than the bills it feels obligated to settle.

▪ The fund now is said to consist of $1,200,000 in receivables that Media Corp. listed as assets. Lorillard is doubting that such receivables will ever be collected.

Singer Co.'s U.S. Sewing products division, another ex-MCA client, also is said to be unwilling to contribute to the fund. A Singer exec was unable to confirm the report and declined further comment.

Lorillard was the first to dump Media Corp. when it learned of the fiscal crisis confronting the company headed by Albert B. Shepard (AA, July 30, *et seq.*). Singer, Media Corp.'s largest client as a result of Lorillard's pullout, left some weeks later, assigning media buying responsibility to Scali, McCabe, Sloves, its agency.

Although MCA liabilities are put at $10,000,000, creditors with unpaid bills that don't show on Media Corp.'s books also are standing in line. According to a source, their claims—if verified—could boost Media Corp.'s liabilities to $13,000,000 or more.

While negotiations between Lorillard, Singer and the creditors committee continue, Media Corp. has continued to operate with a handful of smaller clients, only two of which Mr. Shepard would identify during a phone interview with ADVERTISING AGE. They are Costa Rica Travel Bureau, a new client, and *China Trader*, a quarterly English-language publication published by Sino Communication Co., Hong Kong, that focuses on the Republic of China's trade, industry and commerce.

(*Continued on Page 104*)

last minute news

Senate subcommittee gets tough with FTC

WASHINGTON—FTC was pressed to spell out more clearly its children's ad proposals and bluntly told to change rules covering sales of used cars and home insulation during questioning before a Senate consumer subcommittee Friday. Congress will no longer be a "silent partner" to FTC, its commissioners were warned. The commissioners resisted proposals for a legislative veto over FTC rules, but welcomed closer congressional supervision (*see earlier story on Page 102*). They also said they would consider voluntary action by networks in controlling tv ads for children.

Allied Breweries 'assisting' Anheuser in U.K.

LONDON—Allied Breweries has confirmed negotiations with Anheuser-Busch and said, "what we are doing is assisting Anheuser in establishing its trademark rights in the U.K." The problem is that Budweiser/Bodvar

(*Continued on Page 8*)

K mart will test grocery box store

By JACQUES NEHER

CHICAGO—K mart will open an Aldi-type limited assortment food store in the Detroit area this fall—a move that could portend a major expansion into the food business and provide a fresh growth opportunity for the company in the next decade.

The success of the box store concept (AA, Aug. 20) had made the nation's No. 2 retailer "sort of curious," according to Bernard Fauber, senior exec vp and chief administrative officer of K mart, explaining the upcoming opening of the 10,000 sq. ft. food outlet adjacent to a K mart store in Pontiac, Mich. "We heard so much about it and we had a vacant property so we decided to do one as a test," Mr. Fauber said.

Although no opening date for the yet unnamed store has been set, Mr. Fauber said it will contain only dry goods comprised of a full mix of nationally branded, private label and generic items—a setup that will make it similar to Aldi and Jewel T box stores, each of which carry about 500 items.

While he stressed that K mart has "no plans at all" to open other box stores, industry observers believe the concept "is a natural" for the retailer because it is compatible

(*Continued on Page 102*)

NEWSPAPER in 3

AA MAR80
DC2001#CNGL1HGENE 94187 92001I
R HAGLERMAN SECY IC SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

More expansion in Hearst plans

By BERNICE KANNER

NEW YORK—Gordon L. Jones' move to vp-group executive at the Hearst Corp. signals loudly and unmistakably that changes are afoot at 959 Eighth Ave. here. But the changes are not confined to Mr. Jones' specialty, business publishing.

A lot of moving and shaking, or, more specifically, adding and acquiring, is taking place in Hearst's consumer magazine division, where revenues have doubled "and gone way ahead of that in terms of bottom line" in the last four to five years, according to K. Robert Brink, exec vp-Hearst Magazines. The privately held Hearst operation remains tight-lipped about its finances, though its corporate revenues are believed to be in the $1 billion area.

So fired up by expansion goals are the Hearst execs that they have scrapped their traditional low-profile approach and shared a glimpse of their game plan with ADVERTISING AGE. "We want companies we talk to, to know what we're about," Mr. Brink said.

K. R. Brink

Further evidence of the Hearst expansion effort also came late last week as Hearst announced the purchase of three Lee daily newspapers *(see story on Page 104).*

What Hearst is about—apart from growth—is "Americana." "We have a tremendous heritage. We're part of American history," said Mr. Brink. "We've always had a sense of pride going for us," he added, also crediting, in the magazine field, Hearst's "good strong products" and excellent management at the circulation level. Where ad sales once lagged expectations, a modest training program, corporate discounts and some innovative sales packages that are about to be introduced have brought the marketing group up to snuff, he said.

With its house in order, the mammoth media conglomerate is set to become even bigger. The consumer magazine division will grow, partly through acquisition spearheaded by president Gilbert C. Maurer and partly through a unique birthing technique which enables Hearst to see a return even while it tests a new magazine. The magazine development unit, headed by Mr. Brink, expects that between seven and 10 new concepts will emerge as dummy magazines next year.

Mr. Brink's lieutenants include Mark F. Miller and Charles H. Townsend, business manager and assistant to the general manager of Hearst Magazines, respectively. Curt Anderson, coordinator-creative development-new products, and John Mack Carter, *Good Housekeeping* editor-in-chief, help steer the new publication to launch.

In at least one way, Hearst seems to be bucking a trend. Most publishers sense an ad opportunity and create a product to capture it, Mr. Brink said. Hearst tries a different tack. "We say, let's see if we can develop a product that someone will buy. Advertising will follow."

▪ Creating products that people buy is a hallmark of Hearst Magazines special interest publications. Of the 30 titles published in 1979, some are expected to graduate to full-fledged periodicals in time, much in the manner of *Colonial Homes*.

When it first surfaced as an annual in 1975, *CH* quickly sold out its single copy distribution of 200,000. The next year *CH* came out semi-annually with a 250,000 newsstand-only circulation. In 1978, it emerged as a quarterly. By then, newsstand circulation was up to 300,000, and the magazine development group determined it had passed the demand test. The company is now selling subscriptions and has increased *CH*'s frequency to every other month. There's no guarantee its evolution will stop here.

Buoyed by *CH*'s success, Hearst Magazines tried to hit pay dirt again with *Good Housekeeping's Country Living*, which first appeared as an annual in 1978. It is now a quarterly but will come out six times next year. Then subscriptions will be sought through Hearst's own direct mail subscription group.

(Continued on Page 104)

Difficulties abound in vtr appeal

LOS ANGELES—MCA-Universal and Walt Disney attorneys face the tough task of strengthening the advertising aspect of their case against Sony's Betamax as well as freshening other main contentions if they expect to reverse the ruling here last week clearing videotape recorders of copyright infringement charges.

"Advertisers will have to make the same kinds of judgments they do now about whether persons viewing televised programs actually watch the advertisements which interrupt them," stated U.S. district Judge Warren J. Ferguson in ruling against MCA and Disney's lawsuit to halt marketing of and home use of Sony and other vtr's.

▪ The plaintiffs, who will appeal the ruling, had contended in their suit that the videotape machines will deprive advertisers of the audiences they want when they want them, and thus reduce the value of tv advertising and televised shows from MCA and Disney.

"They predict that if Betamax owners use the pause control to delete commercials or the fast-forward to pass them by, advertisers will pay less to networks and networks will pay less to producers and owners," the Ferguson decision said. "It must be remembered, however, that to omit commercials, Betamax owners must view the program, including the commercials, while recording," the Ferguson decision said. "To avoid commercials during playback, the viewer must fast-forward and, for the most part, guess as to when the commercial has passed. For most recordings, either practice may be too tedious."

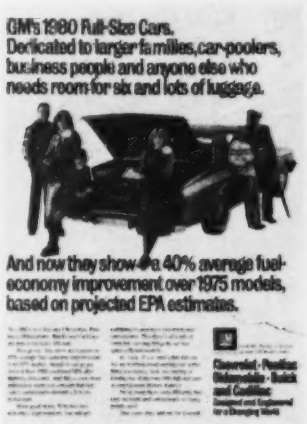
Judge Ferguson cited a survey submitted by Sony and co-defendant Doyle Dane Bernbach showing that "92% of the programs were recorded with commercials and only 25% of the owners fast-forward through them."

The decision stated that "whatever the future percentage of legal versus illegal home use recording might be," depriving the public of "noninfringing use" by banning all use of vtr's "would be an extremely harsh remedy."

While the federal judge's ruling was not unexpected, videotape recorder marketers exercised some caution, if not restraint, in their advertising. That caution may now be unnecessary in light of the court's rejection of MCA/Disney's specific allegation—that manufacture, sale and home use of Sony Corp.'s Betamax constitutes copyright infringement. "We have not been overly constrained by the suit, but all our advertising for SelectaVision includes the disclaimer, 'Caution: Unauthorized recording of tv programs and other materials may infringe the rights of others'," said James DeVoe, vp-advertising, RCA Corp. RCA is the largest vtr advertiser, spending about $8,000,000 via Leo Burnett Co.

Other advertisers whose ads are not directed, as RCA's are, at an audience of consumers with a "serious intention" to buy a vtr but who have not yet made the commitment, may well find their options swelled by the intial resolution.

Sony, the actual target of the suit that includes other manufacturers only by implication, immediately scheduled meetings with its legal counsel after last Tuesday's ruling.


GM's 1980 Full-Size Cars.
Dedicated to larger families, car-poolers, business people and anyone else who needs room for six and lots of luggage.
And now they show a 40% average fuel-economy improvement over 1975 models, based on projected EPA estimates.

General Motors will launch a newspaper and newsweekly corporate ad campaign in support of its reskinned full-size cars the week of Oct. 14. The campaign, which runs for four insertions through November, is part of the "Designed and engineered for a changing world" series. D'Arcy-MacManus & Masius, Bloomfield Hills, Mich., handles

Chrysler adds Iacocca, truck rebate spots

HIGHLAND PARK, MICH.—Chrysler Corp. has added a rookie spokesman and gone into extra innings with a veteran pitchman in an ambidextrous campaign featuring both 1979 and 1980 models.

Chairman Lee Iacocca and sportscaster Joe Garagiola were on the NBC baseball playoff telecasts with different messages. Mr. Iacocca is appearing in tags to 1980 Horizon and Chrysler spots and Mr. Garagiola was performing in an encore of Chrysler's rebate program, this one for 1979 light trucks.

▪ The decision to air both messages came only 48 hours before the playoffs started. Mr. Iacocca had been ambivalent about appearing on camera but changed his mind after his scene was reshot.

Chrysler still had a 92-day supply of trucks on hand after the first $400 rebate program ended Sept. 30 and decided to prune the stocks further before Dodge announcement day, Oct. 19. The rebate, which excludes window vans and imported trucks, runs at least until Oct. 19, the company said.

Meanwhile Mr. Iacocca was adding two statements to Chrysler-Plymouth commercials. The cars debut a week before Dodge on Oct. 12. "I'm not asking you to buy any car on faith. I'm asking you to compare," he says in one and "If you buy any car without considering Chrysler . . . that'll be too bad for both of us" in the second.

Chrysler was able to swing Mr. Garagiola back into rebates quickly because the new "rebate countdown" commercials for trucks had been made earlier.

▪ "Chrysler announces the truck and van rebate countdown," Mr. Garagiola says, "Get a Dodge full-size pickup, a Ramcharger, or a van or Plymouth Trailduster and a $400 rebate check to go with it. But put it in gear. The countdown is on."

With the rebates, which included some cars, Chrysler chalked up sales of 98,767 autos and 37,279 trucks in September, up from a year ago when 82,647 cars and 34,913 trucks were sold.

"The rebates have done everything we expected them to do," said Gar Laux, exec vp of sales and marketing. "During the Car Clearance Carnival, Chrysler sold 204,923 cars and trucks," he said. #

highlights

Monday, October 8, 1979

The real winner in the network war to lure affiliates is the smaller market station. *See Page 4.*

Wall Street Journal's planned second section seems to be getting closer to reality. *See Page 6.*

A mail order marketer has asked the Supreme Court to decide whether ad substantiation requirements violate First Amendment rights. *See Page 6.*

Allegheny Airlines is reintroducing itself as USAir in an introductory campaign. *See Page 10.*

The Treasury Department has stepped into the battle over the term "natural" between Miller Brewing and Anheuser-Busch. *See Page 12.*

General Foods strengthened its position in Germany with the purchase of most of HAG. *See Page 18.*

Pontiac expects great market potential from small sporty cars. *See Page 20.*

The loss of smaller models won't hamper the 1980 Oldsmobile message or sales picture, says GM division figures. *See Page 30.*

Routes, a leisure guide for New York blacks, is surviving despite a limited pool of national ad dollars for black publications. *See Page 37.*

Want his and her dirigibles? They're just one of the gift packages in the Neiman-Marcus Christmas catalog going out this month. *See Page 49.*

New York News for Kids is expanding its distribution area. *See Page 49.*

Late night tv is apparently benefiting from the growing number of working mothers. *See Page 52.*

Libby, McNeill & Libby is testing a new line of sauerkraut. *See Page 57.*

Orange Julius is attempting to find its true identity with some help from BBDO/West. *See Page 57.*

In another artiele in a series, art director David Deutsch tells three stories about the business of art directing. *See Page 61.*

Hooper White says that the reason for film's superiority over videotape is the amount of preproduction planning that goes into film. *See Page 62.*

Volney Palmer tackles the question of what a writer should put into his portfolio and other questions. *See Page 62.*

Help pick the all-star advertising/marketing team of the past 50 years, using the ballot on *Page 64.*

Rick Douglas offers some tips for mid-career job hunting. *See Page 66.*

Gail Raphael tells the story of the new business pitch where the prospective client was talked right out the door. *See Page 66.*

The New York Times is looking to boost circulation in the Boston area. *See Page 68.*

The Treasury Department is defending Savings Bonds ads against charges that those ads are misleading. *See Page 69.*

Imperial Group officials are denying their Howard Johnson takeover deal is in trouble. *See Page 77.*

The Montreal Gazette is expected to make gains now that the *Montreal Star* has gone out of business. *See Page 98.*

The founder of Sive Associates, Cincinnati's largest ad agency, is retiring as chairman. *See Page 101.*

TWA is returning to net tv with a warmer approach. *See Page 102.*

The 15% commission is still the leading means of agency payment, a new advertiser group study shows. *See Page 102.*

The former head of Columbia Pictures has moved to 20th Century-Fox as vice-chairman and ceo. *See Page 106.*

Section 2

Predictions on costs, media economics, technological advances and what the '80s hold for media are detailed in Section 2/Media Outlook, beginning opposite Page 56.

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FASTEST SERVICE IN AMERICA!
CATALOG BINDERS
TABBED INDEX DIVIDERS
DISPLAYS, SHEET PROTECTORS, PORTFOLIOS and PAPER COVERS
PRESSURE SENSITIVE EMBLEMS
BE PREPARED - SEND TODAY FOR
FREE IDEA CATALOG
DILLEY MFG. CO.
211 EAST THIRD STREET
DES MOINES, IOWA 50309
Call Toll Free 1 (800) 247-5087

'Los Angeles' launches effort for national ads

Los Angeles is starting a fall campaign in business publications to attract more national advertising. The drive, via Concept 3 Advertising, Toronto and New York, highlights results of a survey showing, among other things, that the magazine's subscribers have an average income of $47,980, homes averaging $200,510, and at least two cars. Theme: "If you're not in Los Angeles, they'll miss you."

FLASH REPORT: Newspaper advertising investment for July

Source: Media Records Inc.

JULY—1979 CATEGORIES	YEAR	IN MILLIONS (5 10 15 20 25 30 35 40 45 50 55)	DOLLARS 1979	DOLLARS 1978	CHANGE ACTUAL $ G OR L	CHANGE % G OR L
Amusements	1979		$ 16.449.213	$ 14.260.125	+ 2.189.088	+ 15.4
	1978					
Apparel & accessories	1979		6.390.045	6.049.033	+ 341.012	+ 5.6
	1978					
Auto supply, service shops	1979		4.822.978	4.767.699	+ 55.279	+ 1.2
	1978					
Building contractors	1979		1.430.272	1.265.730	+ 164.542	+ 13.0
	1978					
Building matls., hardware	1979		5.529.824	5.030.583	+ 499.241	+ 9.9
	1978					
Department stores	1979		34.917.866	35.085.615	+ 167.749	- 0.5
	1978					
Drug stores	1979		3.375.836	3.233.903	+ 141.933	+ 4.4
	1978					
Eating & drinking places	1979		2.313.612	1.970.747	+ 342.865	+ 17.4
	1978					
Food stores	1979		14.659.771	13.025.008	+ 1.634.763	+ 12.6
	1978					
Furniture & furnishings	1979		21.864.641	20.330.359	+ 1.534.282	+ 7.5
	1978					
General mdse stores	1979		15.811.466	15.362.344	+ 449.122	+ 2.9
	1978					
Real estate	1979		6.738.616	6.459.668	+ 278.948	+ 4.3
	1978					
Shoe stores	1979		873.097	774.842	+ 98.255	+ 12.7
	1978					
Sptg & leisure time equipment	1979		2.384.257	1.942.059	+ 442.198	+ 22.8
	1978					
Public service utilities	1979		995.603	759.544	+ 236.059	+ 31.1
	1978					
Banks & trust companies	1979		3.690.752	2.295.345	+ 1.395.407	+ 60.8
	1978					

This Flash Report of newspaper advertiser investment, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 35 dailies and 25 Sunday editions in 15 cities: Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The report indicates marketplace strengths and weaknesses.

In the $80 billion health care market—

Check any of the 5 reasons you buy a magazine:
Circulation...Readership...Cost...
Editorial...Advertising...

You'll find Hospitals is the leader in every category.

Take **Readership** for example—
In a study of the professional reading of hospital personnel by Hagen Communications, Inc. . . .

- **Hospitals** was named most often as the magazine received directly or by routing.
- **Hospitals** was named as magazine "most practical and helpful in day-to-day performance of job."
- **Hospitals** was named as "most authoritative" in field.
- **Hospitals** was named as magazine containing "most current, up-to-date information about hospital field."

For your free report on **Hospitals** readership . . . and to reserve your space in the next issue . . . call 312/280-6193.

Hospitals Journal of the American Hospital Association

Banks' newspaper ads take big jump in July

NEW YORK—Banks and trust companies' newspaper advertising showed an impressive 60.8% increase in dollar spending during July, 1979, compared with July, 1978, according to the July Flash Report prepared for ADVERTISING AGE by Media Records.

Of the 16 categories monitored for AA by Media Records, only one—department stores—was down in July ad volume in the 15 cities whose newspapers are measured (*see chart*).

Department stores, traditionally the newspaper industry's top dollar spenders, were down only 0.5%.

The top five categories—according to actual spending—were department stores, furniture and furnishings, amusements, general merchandise stores and food stores.

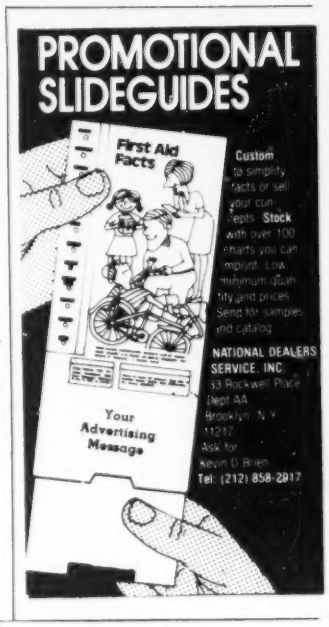
In addition to banks and trust companies, rounding out the top five for percentage spending gains were public service utilities (31.1%), sporting and leisure time equipment (22.8%), eating and drinking places (17.4%) and amusements (15.4%). #

Gibson appoints Hill

John Q. Hill, formerly account manager, Hill & Knowlton, New York, has been appointed vp-planning and business development, a new post at D. Parke Gibson International, management consulting company. His appointment is part of a reorganization at DPGI following the death of the company's founder, D. Parke Gibson, last May.

PRSA career guide is now available

The Public Relations Society of America has published a 92-page career development guidebook designed to assist individuals in discovering their potential in specific professional areas. The guidebook recommends resources for the management and administration of pr activities, communications programs and audiences relevant to pr. The manual also helps determine the skill individuals have in these areas. Copies priced at $12.50 for PRSA members and $50 for nonmembers are available from PRSA, 845 Third Ave., New York 10022.



When you're hot, you're bought.

"In 1959 the first Datsun sold in the United States was in San Diego. It was the beginning. Now—20 years later—San Diego is buying imports, and Datsuns, at a rate about twice the national average. Obviously it's a prime market for our advertising investment."

R. B. Kent
Vice President
Marketing Services
Nissan Motor Corp.
in U.S.A.

The San Diego Union—The Evening Tribune

1978 PULITZER PRIZE WINNER

TOP PERFORMERS IN AMERICA'S NUMBER ONE MARKETPLACE.
Copley Newspapers represented by Sawyer-Ferguson-Walker

Newcomers enter mainstream

Satellite transmission takes off

BY MAURINE CHRISTOPHER

NEW YORK—Revolution or evolution—it's here.

The new electronic technologies, glamorized by satellite transmission of words and pictures—already has shaken up the broadcast and print media establishment. And sooner than most people seem to think, the newcomers could maneuver their way into the communications mainstream. The signs are everywhere.

Look how the big money outfits are reacting to what they obviously view as a potentially fertile field for aggressive marketing. From scores of possibilities, three examples, covering American Broadcasting Co., Triangle Publications and Time Inc., should establish this point.

ABC, the leader in traditional tv, aims to be the leader in the new forms as well. ABC Video Enterprises has been created to provide softwear, presumably for cable, cassettes, disks, pay cable, subscription tv and/or other alternates still to be invented. ABC chairman Leonard Goldenson repeatedly emphasizes that he wants ABC ready to furnish the entertainment product for the home screen—however it gets into the house.

While cable's 15,000,000-plus households are small fry compared to regular tv's 76,300,000-plus homes, Triangle Publications, which has not retained a near monopoly on national tv listings for decades by showing poor business judgment, thinks the time has come to cater to the catv elite.

- Listings for pay cable and stv have been added to the New York edition of *TV Guide*, as they will be later in other editions. So far, Time Inc.'s Home Box Office, as the pacesetting pay cable network, has been appearing in more editions than Showtime and other rivals.

Meanwhile, *TV World*, hitherto source of the most complete information about cable-originated fare in the New York City area, shifted to a regional, regular tv focus to try to compete with *TV Guide* and to attract national advertisers.

The new technologies have inspired a raft of publications for the trade and consumers. Newsletters, some of them at very fancy prices, are proliferating. Due in February, Triangle's *Panorama* will seek to capitalize on the excitement being generated by the new faces and forms muscling into the video scene. This monthly will begin with a rate base of 200,000.

Freshmen in the well-populated newsletter category include "Satellite Week," published by *TV Digest* and sold at $327 per year. This should not be confused with the older "Satellite News," also based in Washington and priced at $147 yearly. Phillips Publishing, which also prints the biweekly "VideoNews" for sale at $97 per year, moved "Satellite News" from a monthly to an every two week schedule during the summer.

- Some measure of the extent of publishing activity on the trade side of the new technologies can be gauged from a readers' questionnaire in "VideoNews." There were 21 titles listed, including some old-line business papers, when the newsletter asked its readers what else they read.

Time Inc., which started in magazine publishing and still has its largest holdings there, is expected to increase its current substantial stake in a variety of new technology businesses.

As head of video, J. Richard Munro strengthened Time's operations in regular and pay cable tv programing, catv ownership and stv ownership and programing. Its subsidiary, American Tv & Communications Corp., jousts with Teleprompter to be the No. 1 catv group in the U. S. Both are in the 1,000,000 subscriber neighborhood.

Time Inc.'s investment in such technology may be further sparked by Mr. Munro's promotion to the new post of exec vp of the parent corporation, a possible stepping-stone to further heights.

Gerald Levin, who used ingenious satellite distribution and slick promotion to shake cable out of the doldrums as chairman of Home Box Office, succeeded Mr. Munro as vp-video at Time. This puts two strong advocates of the new technology into the executive suite at Time, which several years ago chose to go with cable ownership in preference to conventional broadcast stations.

- HBO is moving toward the 3,000,000 subscriber mark, having added 200 affiliates in September alone. Pay tv has helped to make even tiny ma and pa systems prosperous. Most operators charge $8 to $11 per month for HBO's main service (over and above the regular basis cable fee) and take a 50-50 split with the network in revenues.

So much for how some of the communications powers are reacting to tv in the space age. What's the outlook from the advertising vantage point?

This year cable will gross about $8,500,000 from sponsors, compared to tv's $10.1 billion. This comparison is as laughable as that of tv *vs.* radio in radio's heydey and tv's infancy.

(Over-all cable already is a $1.7 billion business, with most of the revenue coming from subscribers to basic and pay program services; sources think that figure will reach $4.5 billion by 1985.)

Next year the Television Bureau of Advertising expects tv billings to pass the $12 billion barrier. Cable will make gains too as the Madison Square Garden Network expands, the Getty Oil-backed Entertainment & Sports Programing Network gets a foothold and other ad vehicles, such as the Cable News Network, go on the satellites.

- Many execs at major agencies are intrigued with the media promise of the newer forms of video; they are keeping their clients *au courant* on developments from superstationing to pay tv to cassettes and disks to locally originated cable.

Projects in the planning stage include how-to cassettes on everything from auto repair to cosmetics to be marketed with the support of one or more compatible products. Agency people assigned to pioneering in the new technology have something of the kind of unjaded enthusiasm that was evident in the early days of regular tv when agencies put together complete packages and sold them to the networks for sponsorship by their clients.

Satellites are the catalyst in this electronic revolution. They offer the hope of more choices for everyone—stations, advertisers, programers and viewers. Cable and public tv have led the way in using them for network transmission; commercial network's Big 3 will follow eventually.

Meanwhile, the competition is tight for room on the domestic satellites. RCA American's third will go up in December, with a fourth not too far behind. Western Union has three Westars up and another ready when needed. AT&T leases Comstars and is trying, after having been kept out of the domestic satellite carrier field, to catch up fast.

Equally lively is the rivalry between resale common carriers offering superstations and other shows on the birds and between the manufacturers making the earth terminals required to receive from space. This is one industry where the law of supply and demand still seems to be functioning. The price of ground terminals for tv and cable has gone down from about $100,000 a few years ago to less than $10,000 for a simple dish today.

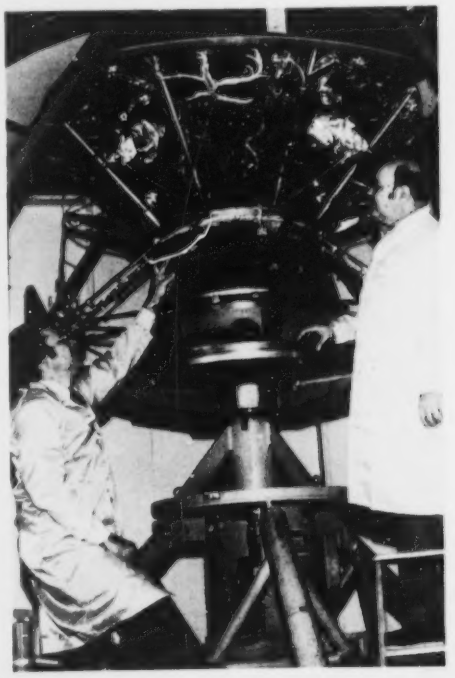
- Last, comes perhaps the most compelling reason for pronouncing the revolution here now. Satellite-to-home tv transmission, yesterday's nightmare or fantasy, depending on who's talking, has arrived.

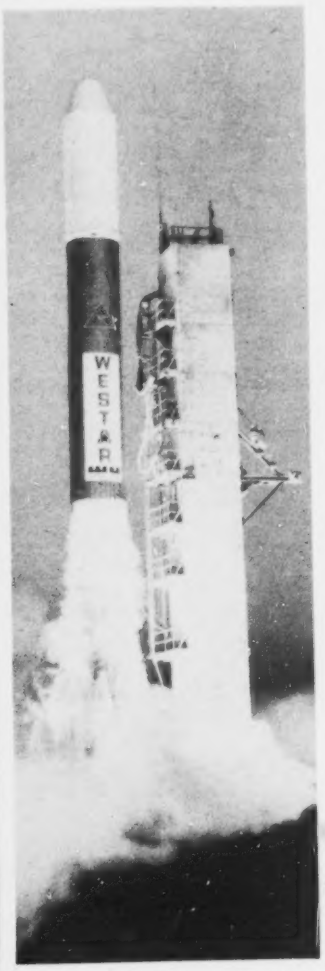
Scientific-Atlanta, No. 1 in earth station sales to catv and regular tv, put a Homesat unit on the market and began selling them to farmers, ranchers and wealthy entrepreneurs for $20,000. In short order, Gardiner Communications Corp., a runner-up in the industrial ground terminal market, offered a household dish and priced it at about $10,000 below Homesat's. #

Maurine Christopher is deputy executive editor of ADVERTISING AGE.

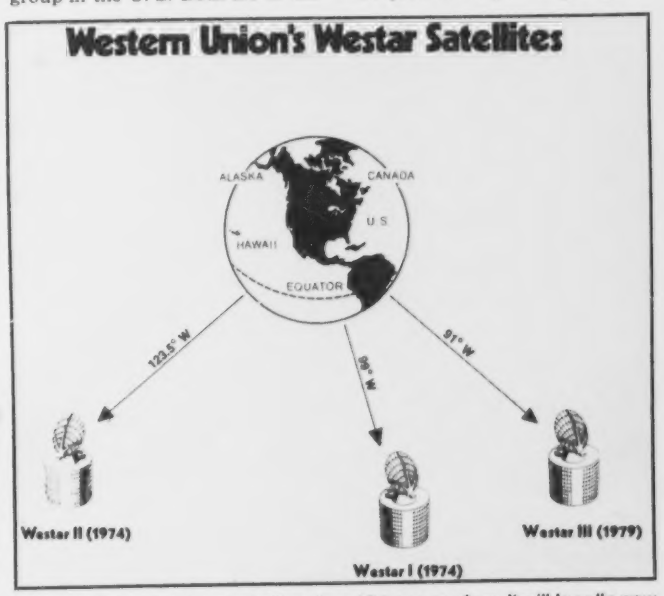
Inside story

Western Union engineers Jack Albert and Jack Van Cleve check out Westar III at Hughes Aircraft Co. which built it. The cost to build and launch the bird was about $30,000,000.





Western Union's Westar III lifts off on its way to earth orbit where it will transmit words and pictures across the country.



Westar III, like its sister satellites, has 12 transponders. It will handle new clients as well as switchovers from Westar I, aloft since 1974.

Meanwhile, back on earth at RCA Americom's ground terminal in Vernon Valley, N.J., transmissions and satellites' orbits are monitored.

Offsetting trends

Media costs pace inflation rate

Major media shares of national ad revenue

	1975	1976	1977	1978	1979	1980
Network tv	34.9%	34.4%	36.4%	36.3%	36.6%	37.2%
Spot tv	24.5	25.9	23.2	23.6	23.0	23.1
Tv subtotal	59.4	60.3	59.6	59.2	59.6	60.3
Magazines	22.1	21.6	22.7	23.7	23.8	23.6
Newspapers	18.5	18.1	17.7	16.4	16.6	16.1
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Media unit cost trends

(1967 = 100 for all media)

	1960	1970	1974	1975	1976	1977	1978	1979*	1980*
Magazines	73	109	115	122	127	137	152	166	179
Newspapers	83	115	140	160	176	192	207	224	242
Network tv	74	113	151	160	189	227	252	280	319
Spot tv	69	105	135	145	181	188	209	228	255
Network radio	100	101	106	112	128	154	172	189	212
Spot radio	82	107	119	125	135	147	160	173	190
Outdoor	64	125	166	178	192	209	226	246	271
Composite	78	111	136	149	168	185	203	221	243
National	75	110	135	145	166	185	204	224	248
Local	82	113	137	154	171	186	201	218	237

*Estimated

Media cost per thousand trends

(1967 = 100 for all media)

	1960	1970	1974	1975	1976	1977	1978	1979*	1980*
Magazines	93	106	113	120	125	133	145	157	166
Newspapers	88	115	135	154	169	183	195	211	226
Network tv	86	108	120	126	149	177	195	217	245
Spot tv	79	99	112	119	147	152	167	181	201
Network radio	110	96	94	98	111	133	147	160	178
Spot radio	81	102	108	114	122	131	140	150	164
Outdoor	81	117	142	151	161	174	187	202	220
Composite	87	109	124	136	152	166	179	194	211
National	87	107	119	127	144	159	173	189	207
Local	86	112	129	146	161	173	185	200	216

*Estimated

(Continued from Page S-1)

other items suggest that advertising price levels are presently somewhat lower than other price levels. Since 1967, the price rises in other sectors of the economy have been cumulatively greater than they have been for advertising. The advertising unit price index reached 221 in 1979 and the cpm index was at 194, but these are still lower than those for farm products, industrial commodities and labor.

Mass media communications are relatively even more efficient when contrasted to other marketing costs that are labor intensive or heavily affected by rising gasoline or other transportation expenses.

Advertising price levels presently compare favorably with other prices and although we expect no repetition of the 1976 explosion in rates, it is likely that media costs will rise in the future at a pace closely correlated with the economy's inflation rate.

In 1976 when television led the way with double-digit rate increases, many outraged advertisers swore that they would switch significant portions of their budgets to other media. Now, nearly four years later, it is quite apparent that television has continued to maintain its share of major media budgets.

In 1980, television's forecasted share of major media revenues is expected to be about the same as it was in 1976. Network television's share has actually grown, mainly because their price increases since 1976 have been higher than the other media.

Volume Changes

Advertising revenues in the major media have grown significantly each year since 1976. The annual revenue increase has averaged 17% for the years 1976 through 1979, which is far above the media volume increases. These data indicate that most of the revenue increase has been due to higher prices and not greatly expanded message volume.

Magazine page volume has risen dramatically, but the levels prior to 1976 were greatly depressed. Although a great deal has been heard about television "clutter," these broad volume measurements suggest that television advertising message volume has not been growing at such an alarming rate after all.

In most years, since 1976, the number of network television commercials has risen by about 2%. For spot television the patterns have been somewhat different, but the cumulative changes have been about the same. When spot rates rose rapidly in 1976, the next year experienced a drop in commercial volume and when price rises moderated, the volumes rose again in the following year.

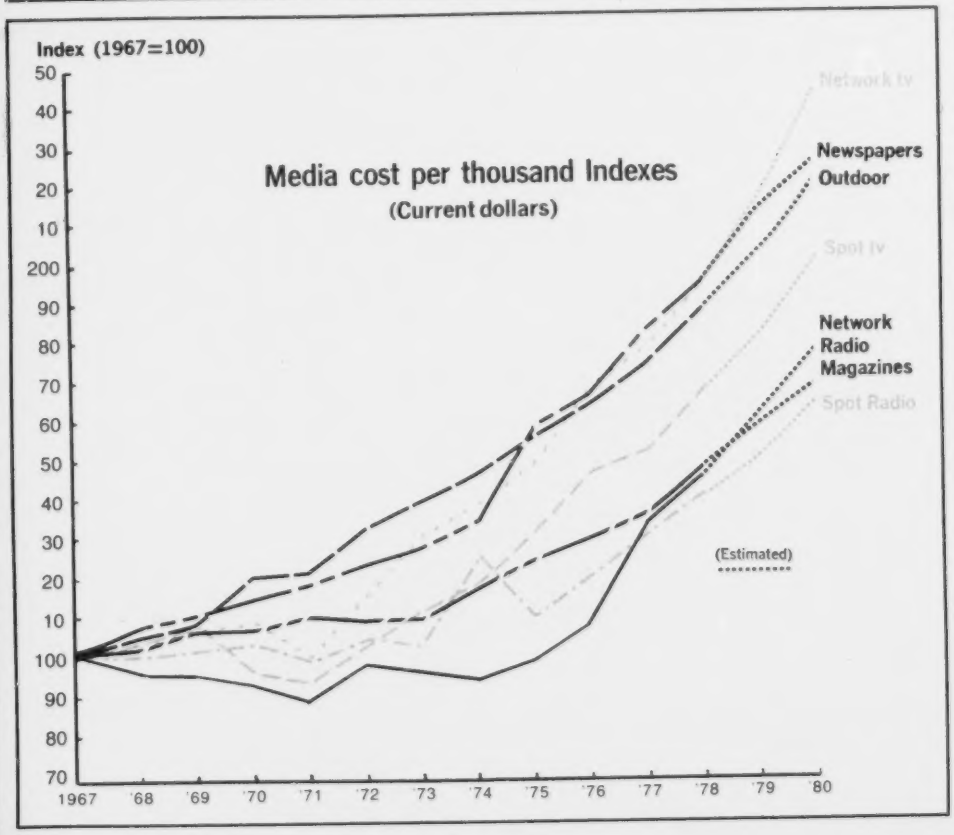
There has been a gradual increase in the number of advertising messages distributed each year and there has also been a growth in media audience. The total number of advertising messages is rising, but there is no indication that the advertising noise level suddenly has become intolerable. The volume will continue to rise in the future, but most of the foreseeable future growth in budgets will result from the necessity to pay higher prices for space and time.

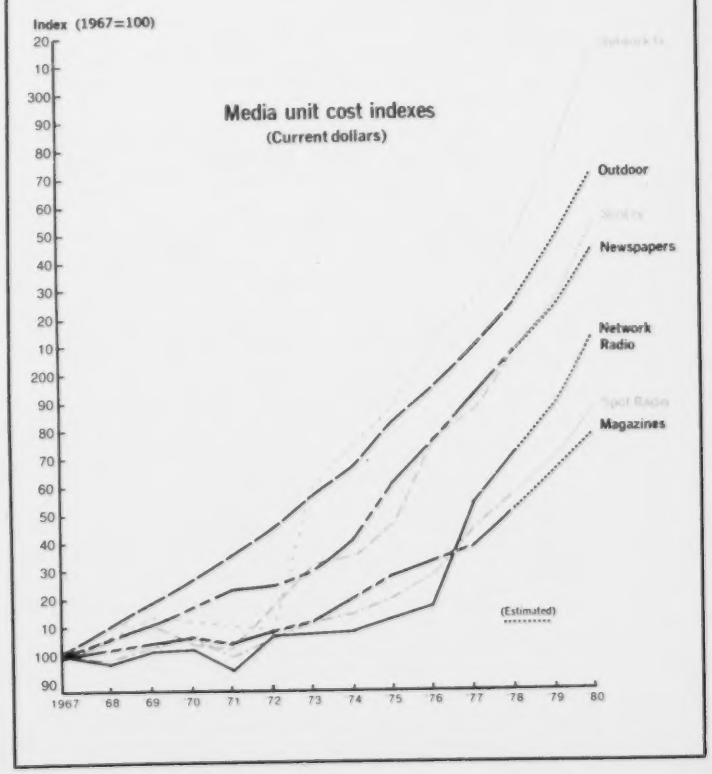
Price Trend Outlook

The trend in media prices has been up for the last two decades. The unit price indexes of all media except magazines and spot radio are presently above the 200 mark. This means that 1980 unit prices for most media, will have more than doubled since 1967. Magazines and spot radio have had lower than average increases and network television has had the highest unit cost increase as indicated by an index of 319.

In 1980, the cost of a 30-second network television commercial will be more than three times higher than it was in 1967. However, the audience of the average network television commercial has

(Continued on Page S-14)





Offsetting trends

Media costs pace inflation rate

Comparative price indexes
(1967 = 100)

	1960	1970	1973	1974	1975	1976	1977	1978	1979*
Advertising unit prices	78	111	126	136	149	168	185	203	221
Advertising cpms	87	109	118	124	136	152	166	179	194
Consumer prices	89	116	133	148	161	170	182	195	215
Producer prices of farm products	94	112	159	177	184	183	189	207	232
Producer prices of industrial commodities	95	110	126	154	172	182	195	209	231
Hourly earnings	81	121	146	158	171	183	197	213	232

*Estimated

Unit price changes compared to volume changes

	1976	1977	1978	1979
Network tv				
Prices	+18%	+18%	+11%	+11%
Volume	+ 5	+ 2	+ 2	+ 2
Spot tv				
Prices	+25	+ 8	+11	+ 9
Volume	+ 6	− 5	+ 8	+ 0
Magazines				
Prices	+ 4	+ 7	+11	+ 9
Volume	+17	+13	+ 7	+ 3

(Continued from Page S-12)

also increased and that is why the cpm index is slightly lower at 245. Thus, the cost of buying 1,000 exposures to a network tv commercial message will be nearly two and a half times higher in 1980 than in 1967.

The prices of different media have risen at a different pace throughout the last two decades depending upon the unique developments affecting the supply of time and space and the aggregate demand for each medium's messages. When cigaret advertisers departed from the broadcast media, the demand was reduced and prices fell or they rose much slower than they had in the past.

In recent years marketplace judgments have resulted in the cost of network television messages rising significantly faster than other prices. Future market conditions will ultimately bring about shifts in the pricing patterns of the different media.

For the next few years the trend in media prices will continue to run parallel to the path of total inflation. I expect the annual inflation rate from 1981 to 1983 to be somewhere between 7% and 9%. During these years most media price changes are likely to also fall somewhere in this range. By 1984 we may again experience somewhat more extreme variation in media prices, but it will be many years before media price disruptions are anywhere near as severe as they were from 1976 through 1978. #

How do you keep America's toughest TV audience happy for 30 years?

Give them what they like.

The 19-million tough critics in New York, New Jersey and Connecticut – you have to give them exactly what they like or you don't last.

Today, we deliver more movies, more live sports and more locally-produced programs than any other independent. As well as award-winning public affairs specials. And Europe's finest productions.

Today, WOR-TV is the favorite New York independent station of young adult critics. And third favorite with critics under 18.*

At WOR-TV, we're celebrating 30 years on the air.

The point is obvious.

*Source: NSI/ARB, May 1979

TV. As you like it. Since 1949.

9 WOR·TV

RKO TELEVISION

Newspaper evolution

(Continued from Page S-6)

to enhance this preselling effort, while the networks will continue developing their methods to maximize the advertising effectiveness of their programing.

Advertising effectiveness of television has led new and different types of advertisers to our medium, and the outlook is for this trend to continue also. Ten years ago, the fast-food restaurant business, the photography area, wines and movies were not the major television buyers they have become.

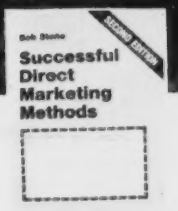
And we're expecting such items as home security systems, brand name fashions, plus other products not yet developed, to be among those products making a similar television advertising impact in the coming decade.

The influx of these new-to-television advertisers has helped transform our marketplace from a 2½-network economy a decade ago to a full three-network economy. It's a strong position; one which underscores television's ability to satisfy our clients' needs. #

BEST AVAILABLE COPY

NEED NEW IDEAS?

These best sellers are jumping with them!



Best Sales Promotions of 1977/78 (3rd Annual) *by William A. Robinson*

***"Bill Robinson knows as much about promotions as anyone in the world."*—Richard C. Christian, Chairman of the Board, Marsteller Inc.**

A gold mine of the hottest ideas of the year. 120 sales promotions in all. Background information direct from the marketer on each of the 15 Best Promotions, in addition to incisive comments by the author and detailed sponsor and agency credits. Plus: all-new section of 6 Top Promotions, 79 Honorable Mentions grouped by category, and 20 Bonus Promotions for you to evaluate and analyze yourself. 179 illus.

Cloth (CB 018) $24.95

Handbook of Advertising Management

edited by Rober Barton

Want to restructure your ad department? Improve coordination? Plan better? Institute budgetary controls? Cope with the FTC? It's all here, and much more—the most productive ways to handle just about any situation the ad manager faces today from 37 noted advertising pros. 1,120 pages. 107 illustrations. A glossary of 1,000 terms. Index and bibliography. B-I-G!

Cloth (HM 127) $39.50

Tested Advertising Methods

by John Caples

***"This is, without doubt, the most useful book about advertising I have ever read."*—David Ogilvy**

***"A truly great book."*—Bob Stone**

This revised edition of the "copywriter's bible" takes the guesswork out of advertising with proven selling techniques: how to choose the best selling appeal, how to write attention-grabbing headlines, how to pack sales appeal into the first paragraph of your copy, how to choose the most profitable media for your product, and much more. 82 pages of illustrations.

Cloth (HP 147) $11.95

The Design of Advertising (3rd Ed.)

by Roy Paul Nelson

Comprehensive overview of advertising design for all who must sharpen their graphics skills or broaden their knowledge of the design function, as well as students. This latest edition adds a new chapter on magazine advertising, a new section on radio copy and much, much more. Fully illustrated including 8 pp. in color. Assignments, glossary, bibliography and index.

Cloth (BW 129) $16.95

Business/Industrial Marketing and Communications: Key to More Productive Selling

by George C. McNutt

***"A thinking man's guide to marketing communications."*—Thomas Vanides, Director, Marketing Communications, Western Gear Corporation.**

Packed with practical, proven ideas for making communications come alive for increased sales to business, professional, industrial, and segmented consumer markets. Nineteen case histories, 40 charts and illustrations show you how to analyze markets, determine buying factors, evaluate methods and media.

Paper (CB 029) $12.95

Graphics Master 2

The best print production workbook ever published—in a new, revised, updated edition. Among the many features: unique copy-fitting system with built-in scale; character counts for more than 1,000 metal and photo type faces—over 8,000 fonts; process color selector guide with over 2,800 colors on coated and uncoated paper; proportional scale; line gauge and ruler. 10⅝" × 11⅛".

3-Ring Binder (GR 290) $43.50

Successful Direct Marketing Methods (2nd Edition) *by Bob Stone*

"The most complete and authoritative volume on Direct Marketing ever written." —John Caples, Vice-President, BBDO

The book that started the direct marketing revolution is now revised and updated to include new chapters on selecting and selling merchandise and producing leads, broadcast and lifestyle market segmentation, a glossary of terms, and much more—practically all new. Self-quiz and pilot projects for each chapter. Foreword by Bob DeLay, President, Direct Mail/Marketing Association. *Monumental.*

Cloth (CB 006) $24.95

Dictionary of Advertising Terms

Edited by Laurence Urdang

***"There was a real need for a book like this. The terms are defined with admirable skill, accuracy and insight."*—Charles A. Tucker, Group V. Pres., Dir.-Marketing, R. J. Reynolds Tobacco Company**

At last! The living language of advertising in one convenient volume. Here is a virtual mini-encyclopedia of advertising and marketing which gives you the language as it's spoken today with more than 4,000 terms—the only reference book of its kind.

Paper (CB 038) $14.95

1979 Writer's Market

Edited by Bruce Joel Hillman

Where to sell the things you write. Lists over 4,500 places—1,000 of them new this year—to sell articles, novels, short stories, plays, gags, greeting card verse, TV, radio and audiovisual scripts, and more. Each listing gives names, addresses and editorial specifications. 984 pp.

Cloth (WD 140) $14.95

The Positioning Era

by Jack Trout and Al Ries

Insights into today's advertising management terms, given in a comprehensive slide presentation which presents the strategies of classic positioning programs like Avis and 7UP, explains concepts such as *reverse line extension*, and lays the groundwork for communicating your own objectives to other managers and trainees. 65 color slides in 35mm carousel tray plus binder with illustrated script and reprint of the Trout and Ries *Advertising Age* articles.

Slides/Carousel (RC 109) $29.95

Handbook of Magazine Publishing

Compiled by the editors of Folio

All you need to know about magazine publishing, from raising capital for a new venture to the compensation of advertising salespeople and building circulation. Fifteen fact-packed sections, each homing in on a key operations area. ***(Note: Shipping and handling charge on credit orders is $2.50.)***

Binder (FM 392) $59.95

The Nitty Gritty Guide to Co-op Advertising *by Michael Antebi*

The only book that leads you step-by-step through the complicated co-op advertising maze. How to keep accurate control of co-op costs and getting sales people and retailers behind your program are just two of the subjects covered, providing ready reference information not available anywhere else. Co-op Advertising Control Sheet, Co-op Credit Request Form and Co-op Advertising Layout Form are included.

3-Ring Binder (AM 196) $29.95

For quick shipment, call TOLL-FREE 24 hours daily, 7 days a week
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MAIL THIS NO-RISK COUPON TODAY!

Mail to: CRAIN BOOKS / 740 Rush Street / Chicago, Illinois 60611

Please send me the following books (circle code number and insert quantity desired):

CB 006 CB 018 CB 029 CB 038 RC 109 HM 127
BW 129 WD 140 HP 147 AM 196 GR 290 FM 392

15-Day Free Trial! I may read the books for 15 days, and, if not satisfied, return them, and you will refund my money or cancel my invoice.

☐ I prefer to pay now and save shipping charges of $1.00 for one book and 50 cents for each additional book. My check or money order is enclosed. (Illinois residents add 5% sales tax.)
☐ Bill me later.

CRAIN BOOKS CB

Name _____
Firm _____
Address _____
City _____ State _____ Zip _____

AA1019

Magazine Advertising Data August, 1979

Ad expenditures:
Aug. '79—$167,171,793
Aug. '78—$146,579,713
Increase: +14%

Ad pages:
Aug. '79—7,596.41
Aug. '78—7,111.88
Increase: +7%

Top Ten Advertisers	1979	1978	% Change
R. J. Reynolds Industries Inc.	$ 9,296,687	$ 6,556,627	+42%
Seagram Co. Ltd.	5,354,139	5,749,762	− 7
Philip Morris Inc.	4,557,352	3,514,665	+30
Procter & Gamble Co.	3,314,493	2,824,659	+17
B.A.T. Industries Ltd.	3,181,824	1,659,679	+92
Loews Corp.	2,898,077	1,675,606	+73
General Motors Corp.	2,864,604	1,907,311	+50
General Foods Corp.	2,548,563	2,293,476	+11
American Brands Inc.	2,234,586	2,138,622	+ 4
Time Inc.	1,989,536	2,359,528	−16

Top Ten Product Categories	1979	1978	% Change
Cigarets & tobacco	$22,682,513	$16,142,746	+41%
Toiletries & cosmetics	16,698,342	10,643,073	+57
Beer, wine & liquor	12,993,134	11,312,619	+15
Automotive	11,718,845	13,359,845	−12
Business & consumer services	11,562,274	10,321,329	+12
Food & food products	11,209,944	10,437,376	+ 7
Retail &/or direct-by-mail	7,445,785	6,971,042	+ 7
Publishing & media	6,483,358	6,845,710	− 5
Apparel, footwear & accessories	6,005,384	6,000,610	0
Drugs & remedies	5,973,755	3,439,558	+74

SOURCE: PIB/LNA Magazine Analysis Service covers 102 consumer magazines constituting about 90% of consumer magazine ad dollars. It is compiled and published for Publishers Information Bureau by Leading National Advertisers.

Reynolds holds top spot in magazine spending

NEW YORK—R. J. Reynolds Industries retained the top spot in magazine advertising in August, a month when ad expenditures rose 14% and ad pages jumped 7%. This represents the highest page jump since April.

Reynolds held the lead with a 42% budget increase, which pushed its magazine expenditures to about $9,300,000. Second place Seagram Co. held its ground despite a 7% trim in magazine spending.

Philip Morris, which tumbled from third to fourth place in July, rebounded and increased its magazine expenditures 30%.

▪ Procter & Gamble moved up a notch, from fifth to fourth place, with a 17% magazine budget increase, and B.A.T. Industries vaulted two spots to fifth place with a 92% increase, the largest of the leading magazine advertisers.

Loews Corp., which registered the second highest increase—73%—advanced from eighth to sixth place, while General Motors Corp. slipped from third to seventh place, even though the car maker increased its magazine spending 50% over August, 1978.

General Foods also slipped, down from sixth to eighth place, though it boosted magazine spending by 11%.

American Brands held ninth position with a 4% spending boost and Time Inc. moved into 10th place, displacing American Telephone & Telegraph from the top 10. The publisher moved into the top 10 even though it cut spending by 16%.

Companies in the cigarets & tobacco category spent more than any other, and 41% more than the industry spent in magazines in August, 1978. Toiletries & cosmetics, which plowed 57% more money into magazine pages this August, surged into second place, displacing beer, wine & liquor which, despite a 15% increase, fell to third place.

The automotive category slipped its magazine expenditures 12% and slipped a notch to fourth place while business and consumer services advanced one step to fifth place.

Drugs & remedies showed the sharpest budget increase, but nonetheless fell one notch, while apparel, footwear & accessories moved into the top 10 without changing its budget, displacing travel, hotels & resorts.

Data in the accompanying chart was compiled by the Leading National Advertisers for the Publishers Information Bureau and ADVERTISING AGE. #

In a campaign now running, Ke yon & Eckhardt in Chicago tou its AM Infortext information servic The introductory drive include magazine, newspaper and radi AM Infortext sells information abo office copiers and duplicators. Th ads say, "We can tell you how control your costs."